

# **RUBRIC FOR SPACE HOTEL AD CAMPAIGN**

<b>PLANNING AND EXECUTION</b>					
A: Planning	The Weightless Room plan was submitted on time.	The Spinning Ring plan was submitted on time.	The Progress Report was submitted on-time.	The Progress Report described any changes to the original design.	The Progress Report included a "to-do" list of unfinished tasks.
B: Completion	Project was submitted on-time.	Project showed evidence of personal interests.	Project took advantage of personal talents.	Project demonstrated effective use of the technology.	Project embodied outstanding production qualities.
D: Reflection	Five points are awarded for a written review of the project after it has been demonstrated in class (details on this assignment to follow).				
				<b>Planning Score:</b>	0

<b>SCIENTIFIC UNDERSTANDING</b>	"Objects in Motion" concept was accurately incorporated.	"Objects at Rest" concept was accurately incorporated.	"Force causes Acceleration" concept was accurately incorporated.	"Mass resists Acceleration" concept was accurately incorporated.	"Forces come in Pairs" concept was accurately incorporated
E: Microgravity Room					
F: Spinning Ring					
<b>MARKETING EFFECTIVENESS</b>	Newton's Laws of Motion were used to generate customer interest.	Concepts of "Up and Down" were used to generate customer interest.	Views outside of Space Hotel were used to generate customer interest.	Differences from Earth Gravity was used to generate customer interest.	Shape of room was used to generate customer interest.
G: Microgravity Room					
H: Spinning Ring					
				<b>Design Score:</b>	0

<b>Total Score:</b>	0
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